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2071662884

INTERIM NAME PRESENTATION
on
PROJECT TYSON

prepared for
Philip Morris

Strictly Confidential
September 11, 1996

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INTERBRAND SCHECHTER

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Naming Considerations

- While the name can not convey all of the product's attributes, it should be viewed as a platform from which a brand can be built. Therefore from a naming standpoint we have explored names which are potentially:
 - Multi-dimensional
 - Smoking Relevant
 - Cool sounding
 - Related to the color concept
 - Linked to the swirl/mood concept
 - Timeless and enduring

New Menthol

New Color

Rig

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New Menthol
New Color

Slates

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New Menthol

New Color

Nectar

2071662889

New Menthol

New Color

Expo

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New Menthol

New Color

Cobalt

2071662891

New Menthol

New Color

Scene

2071662892

New Menthol

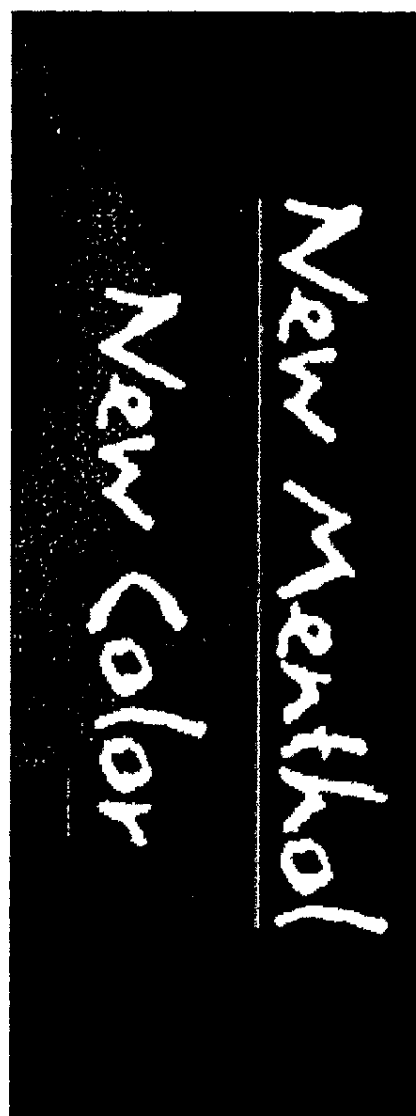
New Color

Glacier

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2071662894

Indigo



New Menthol

New Color

WISH

2071662895

New Menthol

New Color

Tye

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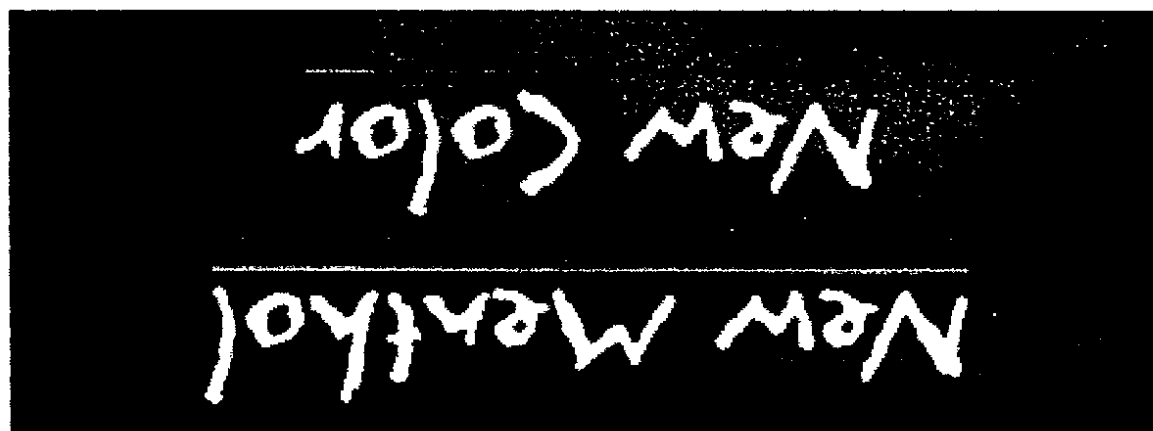
New Menthol

New Color

REV

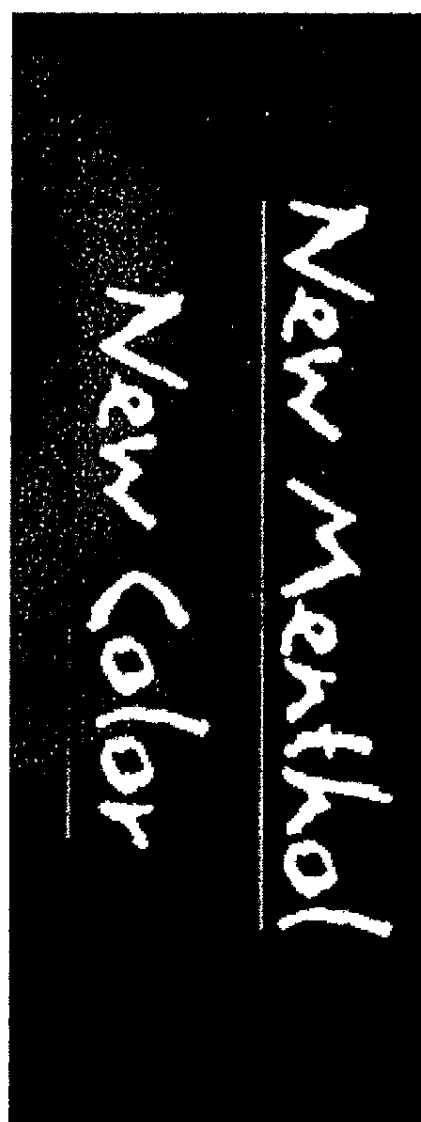
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Inos



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Helix



New Menthol

New Color

Gen

2071662900

New Menthol

New Color

Cosmos

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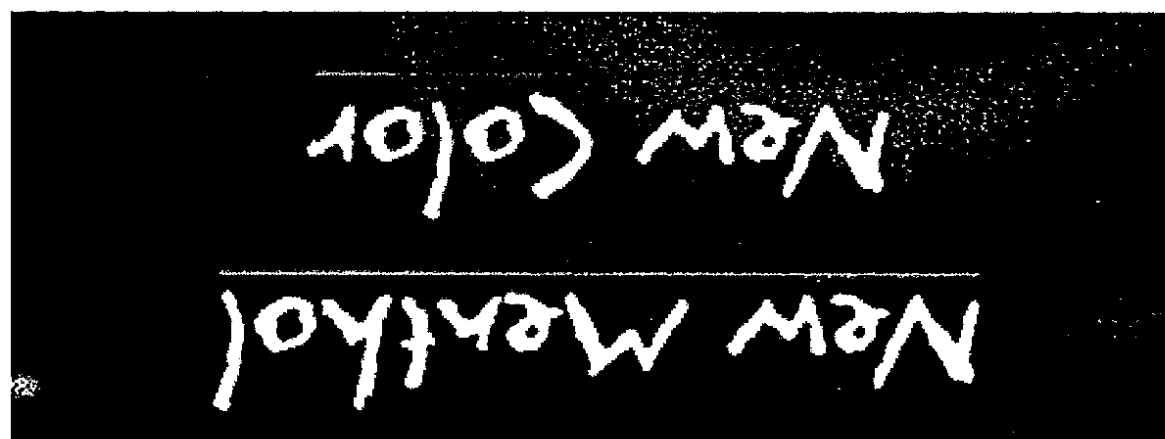
New Menthol

New Color

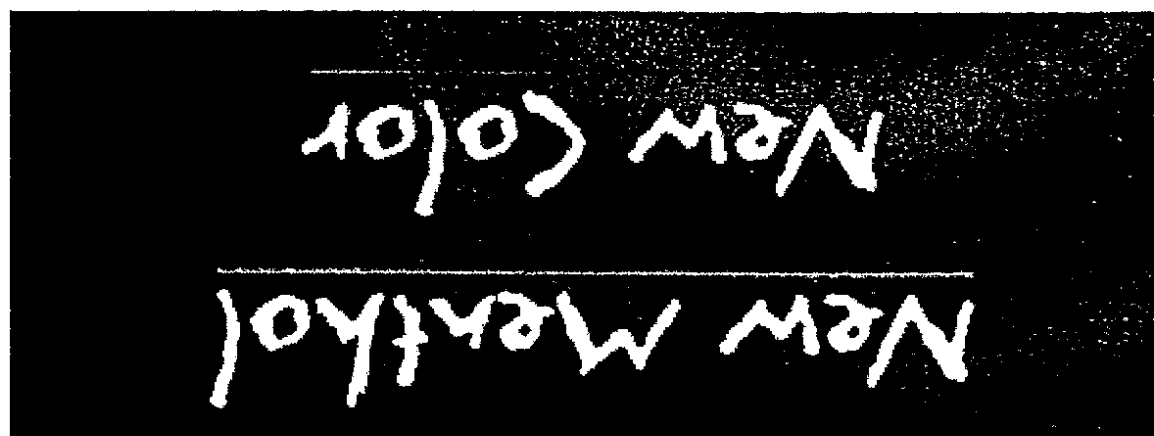
Brass

2071662902

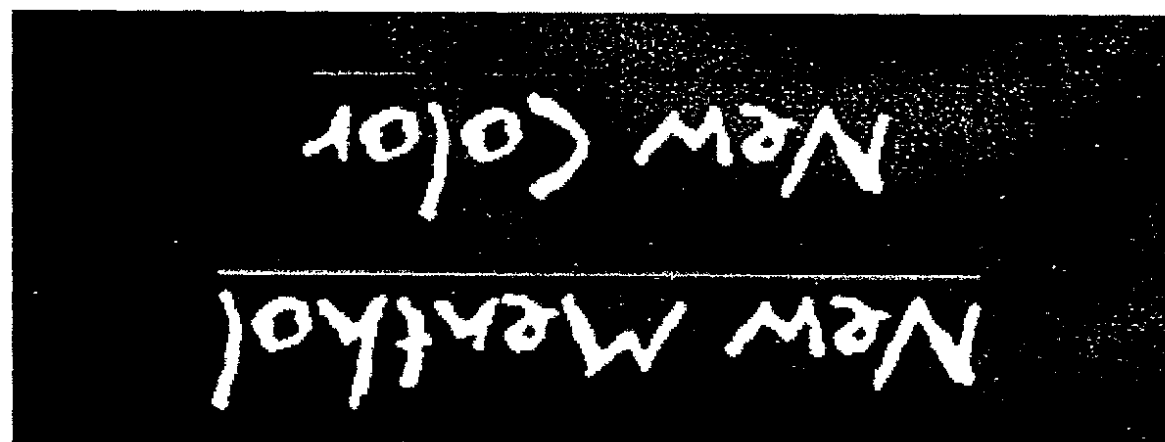
Ember



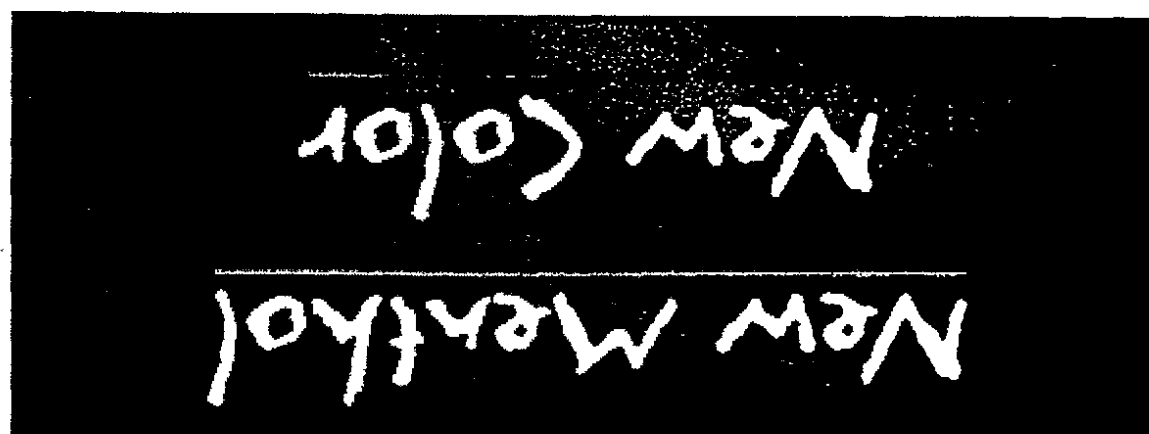
Radar



Sharks



Lund



New Menthol
New Color

Cal

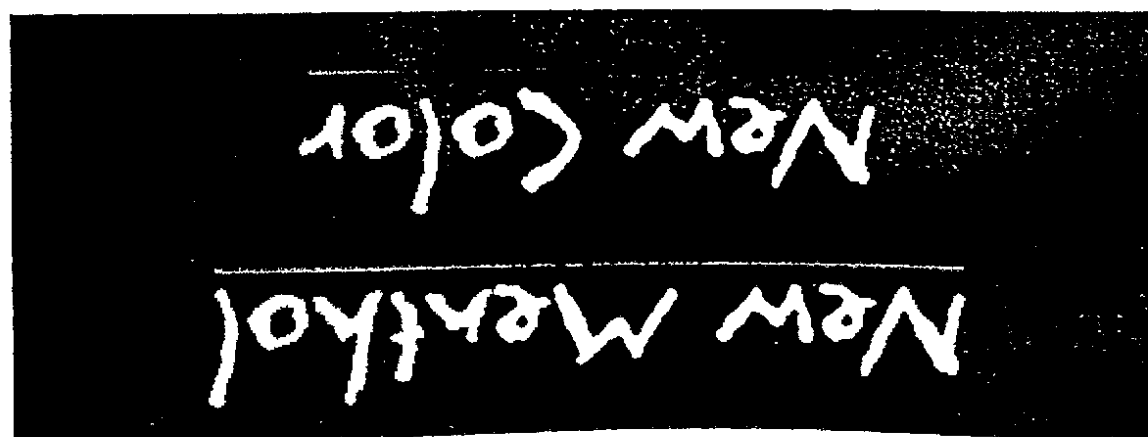
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Karma

New Menthol
New Color

Tone



Reprise

New Menthol
New Color

Spiral

New Menthol
New Color

New Menthol

New Color

Reflex

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Summary of Names

<i>Rig</i>	<i>Tye</i>	<i>Sharks</i>
<i>Slate</i>	<i>Rev</i>	<i>Luna</i>
<i>Nectar</i>	<i>Soul</i>	<i>Cal</i>
<i>Expo</i>	<i>Helix</i>	<i>Karma</i>
<i>Cobalt</i>	<i>Gen</i>	<i>Tone</i>
<i>Scene</i>	<i>Cosmos</i>	<i>Reprise</i>
<i>Glacier</i>	<i>Brass</i>	<i>Spiral</i>
<i>Indigo</i>	<i>Ember</i>	<i>Reflex</i>
<i>Wish</i>	<i>Radar</i>	

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